

## Catalyst Coaching & Mentoring

### What is it?

Effective coaching and mentoring enhances an individual's skills, knowledge, or work performance through one-to-one discussions. It is possible to draw distinctions between coaching and mentoring, but in practice, these terms are often used interchangeably.

- **The Industrial Society** says: "Coaching is the art of facilitating the performance, learning and development of another."
- **Fortune Magazine** says: "One to one performance coaching is the way for both organisations and individuals to significantly impact the bottom line."

### Why do it?

Of course, the overarching goal of coaching and mentoring in a business context is to drive employee engagement in the workplace. Engaged employees are empowered to communicate and create in pursuit of their target goals. And because they feel a strong affinity with the purpose of their task, they consistently meet the standard of work required to achieve the desired results. This success itself breeds further engagement. We know, then, that coaching and mentoring are vital to the continued success and growth of an organisation.

**Executive coaching and leadership mentoring** is one of the most versatile and powerful change management tools available to organisations today offering facilitative one-to-one coaching with key executives in an organisation.

- Facilitate the change in attitude and behaviour to deliver the desired outcomes
- Develop talent and leadership potential
- Improve the performance and effectiveness of managers
- Improve the culture and motivation of personnel
- Results measured against performance requirements of the organisation

### What does executive coaching cover?

Executive coaching covers the complex combination of skills and human capacities that are required of today's executives such as:

- business acumen and financial management
- leadership and organisational skills
- presence, social and communication skills
- analytical and innovative thinking capacities
- ability to inspire trust and commitment to action
- rewards and acknowledgement

### The Catalyst approach

Catalyst offers a range of coaching and mentoring services at all levels:

- Coaching skills training and programmes for staff, managers and directors
- Implementing coaching and mentoring cultures
- Executive coaching and leadership mentoring

